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I. Policy Statement

In order to create a cohesive web identity and to ensure the integrity of the State's commitment to a unified web presence, it is the policy of the State of Colorado that all state agency and department web site domain names be formed in a consistent manner using www.colorado.gov as the official domain name. All State of Colorado web sites that provide state information to the public, provide e-Government services, or provide access to state resources shall use domain names in accordance with this policy.

Statutory Authority

CRS 24-37.5-105 (3)(c); CRS 24-37.5-106 (1)(e)

Coordinating Agency Authority

N/A

II. Purpose

The purpose of this policy is to standardize the way Colorado state agencies name their internet web domains. Internet users who are searching for official government information must be confident they are getting government information. As a result, the State of Colorado must ensure that its public web sites are clearly branded. Using domains that are consistent in naming standards and exclusive to state government is one way to communicate to citizens that State of Colorado web sites are legitimate.

Other benefits include, but are not limited to, the following:

- Centralized authentication for applications;
- Increased security based on the integrated intrusion detection and prevention filters in the portal firewalls;
- Static content caching, leading to increased up-time in the event of downstream hardware failures;
- Supports statewide branding initiatives;
- Consolidated web site statistics

The State of Colorado recognizes 'colorado.gov' as its official domain name. 'colorado.gov' is legally registered to the State and is restricted to the State's use, policies, and guidelines. The fully qualified and supported name for the State of Colorado's World Wide Web presence is www.colorado.gov, and use of the www.colorado.gov domain assures the public that sites using this domain are official government Web sites.

The State internet domain naming schema is listed below and can be used to reference hierarchical domain levels. In all cases, the top level domain is to be 'colorado.gov'. Agency names/acronyms and any sub-domains the agencies elect to use are to be positioned to the right of 'colorado.gov' as shown.

This standardization effort will enhance the accessibility of information and services provided by state government.

- Top Level Domain: colorado.gov
- Second Level Domain: colorado.gov/<agency>
- Third Level Domain: colorado.gov/<agency>/<third>
- Fourth Level Domain: colorado.gov/<agency>/<third>/<fourth>
- Fifth Level Domain: colorado.gov/<agency>/<third>/<fourth>/<fifth>

III. Scope of the Policy

This policy is intended for use by all State agencies, departments, web authors, web application developers, content contributors and contractors creating or maintaining web pages for the State of Colorado. All levels of government are expected to work cooperatively to implement this policy to improve consistency, ease of use, and recognition of www.colorado.gov brands. State agencies shall incorporate this policy's goals and objectives into their strategic planning and budget review process.

The Governor's Office of Information Technology shall register each year, with the General Services Administration (GSA) website for domain name registration for the U.S. government, both www.colorado.gov and www.co.gov. Other state affiliated domain names shall be the property of the State agency that originally registers the name and not the individual requestor or contact names.

IV. Exemptions

Agencies are discouraged from filing a request for exemption from this policy. The Governor's Office of Information Technology may approve exemptions on a case-by-case basis if the request is supported by extraordinary circumstances. All requests for exemption will be handled as set forth under the procedures of the General Assembly policy.

V. Related Policies, Standards and Guidelines

Related Policies

Not applicable

Related Standards

Not applicable

Related Guidelines

Not applicable

VI. Impact

State Agencies shall incorporate these policy components into their business strategies and annual budget review process. All newly begun IT investments implemented thereafter are required to be in compliance with this policy. State Agencies will have until December 31, 2007 to become fully compliant with this policy.

The State Chief Information Officer shall review and approve agency plans for achieving compliance with this policy and standard. The state webmaster shall ensure that the agency or department meets the required goals.

VII. Maintenance

The Governor's Office of Information Technology and the Governor's Commission on Information Management will review this policy annually.

VIII. Effective Date

This policy shall be effective from the date of approval by the State Chief Information Officer of the State of Colorado.

John Picanso, State CIO